
UNIVERSITI SAINS MALAYSIA
In Collaboration With

Taylor's College

Second Semester Examination
Academic Session 2007/2008

April 2008

YBP 325E – Creative Communication Production
Penerbitan Komunikasi Kreatif

Duration: 2 hours
Masa: 2 jam

This examination paper consists of **TWO (2)** pages of printed materials.
Kertas peperiksaan ini mengandungi DUA (2) muka surat yang bercetak.

Answer **TWO (2)** questions.
Jawab DUA (2) soalan.

Each question carries 100 marks.
Setiap soalan bernilai 100 markah.

...2/-

1. Discuss the terms active audience and passive audience by Pfau and Parrot (1993). Explain, with relevant examples, how the advertiser's perception of audience behavior influences the development of message appeals.

Bincangkan istilah audien aktif dan audien pasif oleh Pfau & Parrot (1993). Terangkan dengan contoh yang relevan bagaimana persepsi pengiklanan terhadap perilaku audien mempengaruhi pembentukan rayuan mesej.

2. Temporal (2006) suggested that branding is not only a logo, advertising and promotion but a "mixture of things which include the company reputation, its products or services and their quality, its rational and emotional attractions, vision and personality, how it is positioned, how it communicates and how it is managed".

Discuss the statement above and explain each of the elements that constitute a brand, as mentioned by Temporal.

Temporal (2006) menyarankan jenama bukan hanya merujuk kepada logo, iklan dan promosi tetapi suatu "cantuman beberapa perkara termasuk reputasi organisasi, produk atau perkhidmatan dan kualitinya, tarikan rasional dan emosi, visi dan personaliti, cara perletakannya, kaedah komunikasinya, dan cara pengurusannya".

Bincangkan kenyataan tersebut dengan menjelaskan, setiap elemen yang mengandungi jenama, seperti yang disebutkan oleh Temporal.

3. Many health behavior change models focused on the concepts of perceived threat, self-efficacy and social norms. Discuss the definition and application of these concepts in message strategy development.

Beberapa model perubahan perilaku kesihatan telah memberi tumpuan kepada konsep seperti persepsi ancaman, keyakinan diri dan norma sosial. Bincangkan definisi dan aplikasi konsep-konsep untuk pembentukan strategi mesej.